

# Home Furnishings Calendar 1950

## JANUARY

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## WEEK OF MARCH

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors \*  
 \* on national trade and consumer publications. This list covers decorating, ap- \*  
 \* pliances, food, building, gardens - every phase of the home furnishings field. \*  
 \* To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Ad- \*  
 \* ditional copies are \$5 each to yearly subscribers. Personnel changes and ad- \*  
 \* ditions are published weekly. Avail yourself of this invaluable service. \*  
 \* \*\*\*\*\* \*

\* One of our important functions is to clear dates so that conflicts will not \*  
 \* arise. Check with us as to available times before scheduling your next affair. \*  
 \* \*\*\*\*\* \*

\* Events are listed without charge in the CALENDAR for approximately six weeks in \*  
 \* advance. Let us have your listing as early as possible so that we may help you \*  
 \* to avoid conflicts in dates and give you increasingly better service. New \*  
 \* events, last minute changes and revisions are added each week as scheduled. \*  
 \* \*\*\*\*\* \*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 9	MODERN MARQUETRY An exhibition of the work of Howard Whipple of California and Andrew Szoeko of New York has just opened. The collection includes furniture and decorative pieces. Contact: Mrs. Vanderbilt Webb and Frances Wright, PL. 3-9094.	AMERICA HOUSE	32 EAST 52ND ST.
Thursday Mar. 9	NEW YACHT CHINTZ A new 50" chintz of British design has been imported from England by F. Schumacher. It immortalizes two famous British yachts, "Endeavour" and "Valkyrie", which competed in the America Cup Races. On five different color backgrounds, this chintz is particularly suited to use in beach houses, bars, playrooms and boy's rooms in addition to its obvious use on shipboard. Available to decorators and fine department stores. Publicity: Philip Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Thursday Mar. 9 Just out	NEW DISCOUNT METHOD ON BOOKS FOR DEPT. STORES A new method whereby mail order books are being made available at unusual discounts with special money for advertising and other means of promotion to department stores has just been announced. The most recent book to be thus launched is "Sewing Made Easy", a comprehensive home sewing book by Mary Lynch. This book, otherwise sold by mail order only, is offered at a discount of 40% for five or more plus a premium of 50¢ per book to reimburse stores for promotional activities. This is possible because no salesmen are involved and because the mail order advertising guarantees a large sale. Publicity: Jay Tower, Nelson Doubleday, CI. 6-1700.	NELSON DOUBLEDAY, INC.	9 ROCKEFELLER PLAZA NEW YORK 20, N. Y.
Thursday Mar. 9 Just out	NEW "WAL-WAI" RUGS New woven rugs of cotton and rayon in a textured stripe in nine standard colors are now available to interior decorators and retail stores. Price is about \$11.25 a yard retail. Publicity: Philip Schuyler, Baldwin & Mermey, 205 East 42nd St., MU. 4-4540.	F. SCHUMACHER & CO.	60 WEST 40TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Mar. 10 1:00 P.M. Luncheon	LUNCHEON AND SHOW A luncheon and a showing of specially styled table settings by Carole Stupell will be given on this date for the benefit of the School Settlement Assn. Tickets are \$7.50. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000. Publicity for Carole Stupell, Carson-Ruff Associates, MU. 2-2055.	HOTEL PIERRE	BALLROOM
Mar. 12- Mar. 16	NORTHWEST GIFT, ART, HOUSEWARES SHOW, RADISSON HOTEL, MINNEAPOLIS, MINN. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Mar. 12- Mar. 19	REVIEW OF SILVER A review of the finest silver patterns introduced in the past fifty years all over the world will be open to the press and public on these dates. Flat silver and holloware will be shown and demonstrated by silversmiths in the fourth floor Silver Dept. Contact: Etta Daub, B. Altman & Company, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.

WEEK BEGINNING MONDAY, MARCH 13, 1950

Monday Mar. 13 7:00 P.M.	TWENTY-FIRST LECTURE The subject of this lecture in the Survey of Advertising Course will be Television and Other Visual Aids. Kendall Foster, Television Director of William Esty, Inc., will tell how an advertising agency uses television and G. R. Rowe, of Assoc. Merchandising Corp., will conduct a symposium of visual aids. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Mar. 13- Mar. 17	GRAND RAPIDS HOME SHOW, HOTEL PANTLIND, GRAND RAPIDS, MICHIGAN. CONTACT: G. E. EDERLE, 200 N. IONIA N.W., GRAND RAPIDS, MICHIGAN.		
Mar. 13- Mar. 17	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILA., PA. CONTACT: DOROTHY MEEHAN, GEO. F. LITTLE MANAGEMENT, 220 5TH AVE., MU. 7-7147.		
Monday Mar. 13- Mar. 18	EXHIBIT OF TEXTILES An exhibition of decorative textiles will be held in the Decorators' Galleries of this store. Open to visitors from 9:15 A.M. to 5:30 P.M. Contact: W.J. Daniel, Hemenway-Johnson Furniture Co., Shreveport, La.	HEMENWAY-JOHNSON FURNITURE CO., INC.	919 TEXAS AVENUE SHREVEPORT 6, LA.
Monday Mar. 13 Going on	TABLE FASHIONS EXHIBIT Helen Chamberlin's touring Table Fashions Show will be presented under the joint sponsorship of the Chicago Herald-American and the Merchandise Mart in Chicago. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinas and earthenwares of the members of the California Pottery Guild. Contact: Helen Chamberlin, 203 Terminal Sales Building, Seattle 1, Washington.	HELEN CHAMBERLIN LOS ANGELES, CAL.	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Mar. 13 Going on	KATHI URBACH ACCESSORIES The trade and consumer press is cordially invited to view the 1950 line of decorative accessories created by Kathi Urbach. These include a new low-priced group of her fabulous fabric sculpture figurines and her brand-new art form of three-dimensional fibre sculptured wall paintings and fabric sculptured murals. Publicity: Frances K. Carter, Max Rogel & Associates, 60 Park Place, Newark, N.J., MI. 3-8737.	MAX WILLE SHOWROOMS	225 FIFTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Mar. 14 Luncheon	MONTHLY LUNCHEON Eleanor Lambert will address the luncheon on "United Fashions". Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Tuesday Mar. 14- Mar. 17	LECTURE ON DECORATING ON A BUDGET Margaret Meredith, decorator-consultant for Columbia Mills, will lecture to local women's clubs on "Decorating on a Budget" in the drapery department of this store. She will also be available for consultation on all home decorating problems. On the following dates she will make similar appearances in the drapery departments of these other stores: March 21-24, Swern & Co., Trenton, New Jersey; March 28-31, Laubach's, Easton, Pa.; March 28-31, Denver Dry Goods Co., Denver, Colorado; April 18-21, Harvey's, Nashville, Tenn.; May 9-12, Elder-Johnston Co., Dayton, Ohio. Contact: Mrs. J. M. Weaver, Columbia Mills, Inc., 428 South Warren Street, Syracuse 2, New York.	COLUMBIA MILLS, INC. SYRACUSE, NEW YORK	JOSEPH HORNE CO. PITTSBURGH, PA.
Wednesday Mar. 15 5:30 P.M.- 7:00 P.M.	NEW FABRIC LINE A new line of Kandell fabrics will be shown to the press by invitation only in the 7th floor Drapery Department on this date. Cocktails will be served. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBEL BROTHERS	33RD & 6TH AVENUE
Wednesday Mar. 15 7:30 P.M.	LIGHTING FORUM The next Residence Lighting Forum will have as its subject "This is the way I'd light that house." An architect, William J. Ward, Jr., of Sigman-Ward, N. Y., will present his views and recommendations on lighting a three-bedroom "dream" house. Esther Laartz, of Bloomingdale's Decorating Dept., will present the decorator's point of view. Myrtle Fahsbender, Westinghouse Director of Residential Lighting, will describe what the lighting specialist would do, while Mrs. Raymond Thornburg, a representative homemaker will outline her ideas. The lighting equipment recommended by each speaker will be on display. Publicity: Edith L. Buchholtz, Commercial Engineering Dept., Westinghouse Lamp Division, Bloomfield, New Jersey, BL. 2-2200.	ILL. ENGINEERING SOC.	570 LEXINGTON AVE.
Thursday Mar. 16 12:15 P.M. Luncheon	MONTHLY LUNCHEON The speaker at the next luncheon will be T. H. Robsjohn-Gibblings; his subject "The Myth of the Taste-Makers." Open to members and their guests. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Thursday Mar. 16- Mar. 17	CONFERENCE The Marketing Division of this organization will sponsor a conference on these dates at which marketing, sales and merchandising executives will exchange information. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSM.	HOTEL STATLER
Friday Mar. 17 9:00 A.M.- 11:00 A.M. Breakfast	PRESS SHOWING The theme of the breakfast and press showing is "Preparing for Spring and Summer Decoration." The latest examples of both domestic and imported prints on plain and woven textures will be featured. A press photographer will be on hand on this date to take photographs for members of the press. Suggested release date for material gathered is Monday, March 20. Publicity: Philip Schuyler, Balwin & Mermey, 205 East 42nd St., MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVE.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 17	ST. PATRICK'S DAY (Friday).		
Friday Mar. 17- Apr. 8	EXHIBIT: ROOM INTERIORS	MEMBERS OF A.I.D.	NATIONAL ARTS CLUB
	An exhibition of room interiors, called "Spring in Gramercy Park," will show interiors designed by members of the A.I.D. in collaboration with members of the National Society of Mural Painters, at the National Arts Club, 15 Gramercy Park. Private opening by invitation only from 4 to 6 P.M. on March 16; cocktails. Open daily thereafter from 11 A.M. to 4:30 P.M. Admission free. Contact: Mrs. M.M. Girard, A.I.D., 41 East 57th Street, New York 22, N.Y., MU. 8-0238.		
Mar. 17- Mar. 24	BUILDER'S SHOW, MINNEAPOLIS AUDITORIUM, MINNEAPOLIS, MINNESOTA		
	CONTACT: H. H. CORY, MGR., 1157 NORTHWESTERN BANK BLDG., MINNEAPOLIS, MINN.		
Mar. 19- Mar. 22	PITTSBURGH GIFT & ART SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNA.		
	CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		

WEEK BEGINNING MONDAY, MARCH 20, 1950

Monday March 20- March 24	KATHI URBACH EXHIBIT	MILLER & RHOADS	RICHMOND, VA.
	A special promotion and display of exhibition pieces by Kathi Urbach will be featured at the opening of Miller & Rhoads' new Gift Shop. Miss Urbach will make personal appearances at the store to introduce her 1950 line of decorative accessories which include a new low-priced grouping of her fabulous fabric sculpture figurines and her brand-new art form of three-dimensional fibre sculptured wall paintings and fabric sculptured murals. Publicity: Frances K. Carter, Max Rogel & Assoc., 60 Park Place, Newark, N.J., MI. 3-8737; Publicity for Miller & Rhoads, Mr. Donovan Easton, Miller & Rhoads, Richmond, Virginia.		
Monday Mar. 20- Mar. 25	INTERNATIONAL FLOWER SHOW	FLORISTS, NURSERYMEN MFRS. OF GARDEN SUPPLIES	GRAND CENTRAL PALACE
	The annual International Flower Show will take place on these dates this year. Contact: Clifford Lowther, 157 W. 58th St., PL. 7-0915.		
Wednesday Mar. 22 2:00 P.M.- 5:00 P.M.	AUCTION OF DECORATIVE ARTS	AM. INST. OF DECORATORS	PARKE BERNET GALL.
	Approximately 200 decorative objects donated by members of the A.I.D. and by decorative sources of supply will be sold at auction on this date. A preview will be held at Hal Phyfe's studio in the new Parke Bernet Bldg. on March 20 and 21. Decorators may bring or send their clients. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th St., N.Y.C., MU. 8-0238.		
Mar. 25- Apr. 2	NATIONAL HOME SHOW, DALLAS, TEXAS.		
	CONTACT: G. A. GODFREY, 1101 COMMERCE ST., DALLAS, TEXAS.		
Mar. 26- Mar. 30	GREATER NATL. CAPITAL GIFT, ART & HSWRS. SHOW, WILLARD, WASHINGTON, D.C.		
	CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		

ADVANCE DATES AND NOTICES

Mar. 27-30	MONTREAL GIFT SHOW, MOUNT ROYAL HOTEL, MONTREAL, CANADA.
Mar. 27- Apr. 1	BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASSACHUSETTS.
	CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL STREET, BOSTON, MASS.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 27- Apr. 21	GOLD MEDAL EXHIBITION SCULPTURE The final monthly gold medal exhibition will open on this date and will show sculpture. Open to public. Contact: Architectural League, MU.5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N.Y.
Tuesday Mar. 28- Mar. 31	NATIONAL PLASTICS EXPOSITION The fourth annual exposition of the industry will be held in Chicago which is a center of one of the largest concentrations of plastics manufacturing. More than 110 exhibitors showing all lines of plastics materials and applications will participate. Publicity: C. Jack Lynes and Richard G. Elliott, 39 South LaSalle St., Chicago, Illinois.	SOCIETY OF THE PLASTICS INDUSTRY	NAVY PIER CHICAGO, ILL.
Thursday Mar. 30	SPECIAL BRIDES ISSUES Retailing Daily's feature issue covering the whole bridal home furnishings field will be published on this date. March 18 is closing date for all space reservations; March 20 for copy and plates. Contact: Retailing Daily, 7 East 12th Street, New York 3, N. Y., OR. 4-5000.	RETAILING DAILY	7 EAST 12TH STREET
Apr. 1- Apr. 2	ADVERTISING WOMEN'S EASTERN CONFERENCE, SHERATON BELVEDERE HOTEL, BALTIMORE, MD. CONTACT: SPOTTIE WARREN, WOMEN'S ADV. CLUB OF BALTIMORE.		
Saturday Apr. 1- Apr. 30	WALLPAPER STYLE MONTH Wallpaper Style Month will be held for the third time this year. April has been chosen to meet fair weather conditions in a larger part of the country. The month is being sponsored by four important groups: The Wall Paper Institute, the Wall Paper Wholesalers' Assn., Retail Paint and Wall Paper Distributors of America and Painting and Decoration Contractors of America. Promotional material for retailers is available from the Julian Brightman Company, 702 Beacon St., Boston 15, Mass., and should be ordered at once as there will be one printing only and production was started on February 28th. All consumer publicity: Catherine Blondin Associates, 280 Madison Ave., New York 16, N.Y., MU. 9-7360.	WALLPAPER WHOLESALERS ASSOCIATION, ETC.	THROUGHOUT THE COUNTRY
Saturday Apr. 1 Just out	PROMOTIONAL BOOK OUT A new promotional house organ, "Inspiration", which is exclusive to one dealer in each city, will be available on this date. It provides editorial content and suggests photographs and reproductions for the dealer to use, covering his own merchandise, on the inside front cover and the inside and outside back cover, plus the dealer's own advertising. Price varies according to quantity. Contact: Frederick S. Hubert, Eastern Mdse. Dir., Natl. Retail Furn. Assn., MU. 4-6588.	NATL. RETAIL FURN. ASSN.	267 FIFTH AVENUE
Apr. 2-9	PASSOVER.		
Apr. 3- Apr. 4	ANNUAL MEETING, AMERICAN RETAIL FEDERATION, SHOREHAM, WASHINGTON, D.C. CONTACT: ROWLAND JONES, JR., AM. RET. FED., WASHINGTON, D. C.		
Monday Apr. 3- Apr. 4	PRODUCTION DIV. MEETING A meeting of executives to consider more effective use of production facilities and personnel in all kinds of American business will be held on these dates. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN.	HOTEL STATLER



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 3- Apr. 5	19TH ANNUAL CONFERENCE On the opening day, April 3, both morning and afternoon sessions are for members only. On April 4 and 5, from 9 A.M. to 6 P.M. a Trade Show will be held open to all in allied professions and fields but not to the consumer public. Displays of furniture, fabrics, floor coverings, wall coverings, lighting and lamps, window shades, screens, pictures, leather goods, china, fireplaces, hardware, accessories and so on will be featured. The designs in the A.I.D. competitions will also be exhibited. On April 4, a luncheon in the Grand Ballroom will honor the winners in these competitions, with Henry G. Dowling of London as guest speaker. This luncheon is open to all in allied professions and fields. On April 5, from 10 A.M. to 12 M. there will be a session devoted to "Design and Architecture." From 2 to 4 P.M. the title of the session will be "Modern versus Modern." Speakers will be Philip C. Johnson, Russell Lynes, T.H. Robsjohn-Gibbings, Edward J. Wormley. Both sessions will be held in the Wedgwood Room and will be open to all in allied professions and fields. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th St., New York 22, N.Y., MU. 8-0238.	AM. INST. OF DECORATORS	WALDORF-ASTORIA
Tuesday April 4- April 6	ANNUAL SALES CONFERENCE AND SECTIONAL MEETINGS At the 16th Annual Sales Conference of this organization the first day will be devoted to four concurrent sectional meetings. The following days will consist of general sessions addressed by nationally prominent persons from the electrical and allied industries. Contact: James T. Coatsworth, Edison Electric Institute, LE. 2-3300.	EDISON ELECTRIC INST. 420 LEXINGTON AVENUE	EDGEWORTH BEACH HOTEL, CHICAGO
Wednesday Apr. 5 10:00 A.M.- 4:00 P.M. Luncheon	BRAND NAMES DAY An all-day session with luncheon will be held. The morning session, in the Perroquet Suite, is for members and the Board only. The luncheon, and afternoon panel discussion, are open to all. A nationally-known speaker will address the meeting and during the panel discussion a report, the first of its kind, by National Family Opinion of Toledo, Ohio, a research organization, will reveal the buying habits of 2,000 families and their individual members. Sixty-two product groups are covered. Tickets, \$10 a person. Contact: Nathan Keats, Brand Names Foundation, 119 West 57th St., New York 16, N.Y., CI. 5-8118.	BRAND NAMES FOUNDATION	119 WEST 57TH ST.
Apr. 9	EASTER SUNDAY		
Apr. 9- Apr. 16	HONEY FOR BREAKFAST WEEK SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON 3, WIS.		
Monday Apr. 10	NEW PATTERN TO COME OUT A new 1881 Rogers pattern called "Brookwood" will be on sale at all leading silverware dealers on this date. Publicity: E. B. Bedford, Oneida Ltd., Oneida, N. Y.	ONEIDA LTD.	ONEIDA, N.Y.
Apr. 10- Apr. 13	SOUTHWEST HOME FURNISHINGS MARKET, AUTOMOBILE, AVIATIONS AND COMMERCIAL EXHIBITS BLDG., DALLAS, TEXAS. CONTACT: H.E. DILL, LACY BLDG., DALLAS.		
Monday Apr. 10- Apr. 15	NEW YORK ANTIQUES FAIR The antique dealers of New York and vicinity will exhibit at the annual fair to be held in the 71st Regiment Armory at Park Avenue and 34th St. Hours, 1 to 11 P.M. daily; Saturday, 1 to 6 P.M. Admission, \$1 plus tax. Contact: C. J. Nuttall, 660 Madison Avenue, New York 21, N.Y., TE. 8-6830.	ANTIQUE DEALERS	71ST REG. ARMORY



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 12 4:00 P.M.- 7:00 P.M.	PRESS PARTY A cocktail party to introduce new vacuum cleaner models and demonstrate them to the press will be held, by invitation only, on this date. Publicity: Dorothy Ashton, Verne Burnett Associates, MU. 7-9030.	HOOVER COMPANY	PLAZA HOTEL
Thursday April 13 12:15 P.M.	MONTHLY LUNCHEON The monthly luncheon of this organization will be held on this date. Subject and speaker to be announced later. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Friday Apr. 14- Apr. 22	ELEC. HOUSEWARES WEEK Plans for the week are under way. A plan book is being mailed to three thousand distributors and gives all the necessary steps for participating retailers, under the title "Instructions for the care and feeding of your billion-dollar baby." Complete kits of material will be offered by the distributors as well as suggestions for newspaper advertising, direct mail advertising and other promotional devices. Contact: Mr. Leo K. Fox, Electric Housewares Section, Nat. Elec. Mfrs. Assn., MU. 2-1500.	NATL. ELEC. MFRS. ASSN.	155 EAST 44TH ST.
Apr. 15- Apr. 22	NATIONAL DONUT WEEK PUBLICITY: BERT NEVINS, BERT NEVINS, INC., 152 WEST 42ND ST., N.Y.C.		
Apr. 16- Apr. 20	BALTIMORE CHINA, GLASS AND GIFT SHOW, LORD BALTIMORE HOTEL, BALITMORE. CONTACT: JOSEPH M. GEARY, JR., P.O. BOX 228, BOSTON 19, MASSACHUSETTS.		
Monday Apr. 17- Apr. 27	CARPET FASHION OPENING A complete Retail Plan Book, containing free ad mats, displays, direct mail and special event ideas was sent out in December and requests for special materials are coming in in quantity. Five leading manufacturers have prepared special dealer helps. More than 200 of the nation's largest stores are making full-scale plans for this promotion. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.	CARPET MANUFACTURERS	COUNTRYWIDE
Monday Apr. 17- Apr. 29	SLEEP SHOW FOR 1950 This country-wide retail promotion is scheduled for these dates this year. Publicity: Marian Knapp, National Association of Bedding Manufacturers, Merchandise Mart Plaza, Chicago 54, Illinois.	NATL. ASSN. BEDDING MFRS.	COUNTRYWIDE
Apr. 20- May 6	1950 SILVER PARADE TO FOCUS ATTENTION ON SILVER FOR LIVING AND GIVING SPONSOR: JEWELRY INDUSTRY COUNCIL, 366 FIFTH AVE., NEW YORK 1, N. Y.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Friday Mar. 10 8:00 P.M.	LECTURE ON A NEW SOURCE OF FOOD "Harvesting the Sea" a lecture which deals with the possibility of the oceans providing a solution to the problem of international food shortages, will be given by Gordon A. Riley of Yale University, research associate of the Bingham Oceanographic Laboratory and the Woods Hole Oceanographic Institution. Mr. Riley will talk about the plant and animal life that is produced in fabulous quantities in the sea; the lecture will be illustrated and is open to the public. Publicity: Matthew Bassity, MA. 2-4433.	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE. LABORATORY BUILDING
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Monday Apr. 3- June 30	PRESS PREVIEW	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
	A new textile exhibit featuring two hundred years of textile designs will be presented under the title, "Entente Cordiale in Textiles and Trimmings." This exhibit deals with the products of France, England and America. The exhibit will be open to the public on Tuesday, April 4. Hours, 9 A.M. to 5 P.M. Mondays through Fridays. No admission charge. Contact: John Kent Tilton, Director, PL. 9-2070.		

Friday Apr. 21 Going on	TWENTIETH CENTURY GLASS	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
	A retrospective loan exhibition shows the development of glass design in Europe and America during the past 50 years. Of some 400 pieces on view, about 300 are loans from manufacturers and private collectors, most of them not previously exhibited. The remainder are from the Museum's collections. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesdays and Saturdays; 1 to 5 P.M. Sundays and holidays. Publicity: Lillian Green, TR. 9-5500.		

#### EDITORIAL REQUIREMENTS

For Canadian Homes & Gardens, 481 University Ave., Toronto 2, Canada. This publication is definitely interested in receiving news releases on all subjects dealing with homes and gardens. They require, however, information as to whether articles described are available in Canada, where they may be purchased and at what Canadian prices. Address, G. F. Maccabe, Editor; Jean McKinley, Feature Editor.

For Palm Beach Daily News, Palm Beach Life, Palm Beach, Florida.

These publications would like to receive editorial material on housing, gardening, food and decorations. Address Ruby Edna Pierce, Editor.

For Columbia News Service, 150 Nassau St., New York 7, N. Y.

This organization can use photographs with captions dealing with crocheting and knitting. Address: T. Alfred Silbey.

For Yankee, Incorporated, Dublin, New Hampshire.

Releases, especially accompanied by glossy photographs, dealing with food, household equipment, decoration and so on will be welcome if they have a New England angle. This publication is almost purely regional in character. Address Richard Merrifield, Editor.

#### PROMOTIONAL TIE-IN

The 15th Annual Orchid Promenade will be held on Sunday April 9th at Asbury Park, N. J. Anyone interested in supplying prize merchandise for the "Top-Ten" best-dressed women who will be chosen as winners will receive strong press and radio breaks. Arrangements can be made to obtain photographs of the winners with the products awarded at no testimonial cost. Contact: George Zuckerman, Municipal Publicity Dept., City of Asbury Park, N.J. Telephone, Asbury Park 2-0900.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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